

**Subject:** Re: Halloween and DT Guide

**From:** Michael Lamb <Michael@downtownnews.com>

**Date:** 08/29/2017 10:07 AM

**To:** Michael Filson <MFilson@downtownla.com>

**CC:** Christy Anderson <canderson@downtownla.com>, Rick Schwartz <rick@downtownnews.com>

Hello Michael

I verified that the amount is correct.

I am also bringing copies of the issues as well as your ad spend for Halloween for the past couple of years.

See you later

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

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213-453-3548 Mobile  
[michael@downtownnews.com](mailto:michael@downtownnews.com)

<http://www.ladowntownnews.com/>

Our Social Media Sites::

<http://twitter.com/downtownnews>  
<http://facebook.com/l.a.downtownnews>

ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Aug 28, 2017, at 5:11 PM, Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

Michael,

Thanks for sending over.

Can you verify the spend for Halloween? I don't recall spending that much last year for ads for Halloween.

Let me know.

Mike Filson

DCBID

Associate Director, Marketing & Community Relations

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]

**Sent:** Monday, August 28, 2017 3:29 PM

**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>

**Cc:** Christy Anderson <[canderson@downtownla.com](mailto:canderson@downtownla.com)>; Rick Schwartz <[rick@downtownnews.com](mailto:rick@downtownnews.com)>

**Subject:** Halloween and DT Guide

Hello Michael and Christy

In anticipation of our meeting tomorrow, I have put together a brief outline of what you spent last year for your Halloween event and how we could apply it to this year's schedule.

2016 Spend: \$7480

Print: Ads included 3- 2/3 page ads and 2 front page banners along with special calendar listings in October.

Web: 2 weeks on the Carousel, 2 weeks on Leaderboard B. along with web calendar listings.

Downtown Guide

2016 Spend: \$4995 Full page

I would love to go over the great opportunity that the Downtown News presents and come up with a great strategy for this year.

Please clear both myself and Rick Swartz in the lobby for our 3pm meeting. We look forward to being there.

Michael Lamb  
Account Executive  
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Los Angeles, CA 90026

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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Aug 25, 2017, at 3:24 PM, Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

Looking forward to meeting him.

Mike Filson  
DCBID  
Associate Director, Marketing & Community Relations

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Friday, August 25, 2017 3:30 PM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Cc:** Christy Anderson <[canderson@downtownla.com](mailto:canderson@downtownla.com)>  
**Subject:** Re: DT News

Thanks!  
I'm also going to bring along our new ad director Rick Schwartz

Michael Lamb  
Account Executive  
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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Aug 25, 2017, at 3:12 PM, Michael Filson  
<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

Michael,

How is next Tuesday at 3pm at our office?

Mike Filson  
DCBID  
Associate Director, Marketing & Community Relations

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Friday, August 25, 2017 2:06 PM  
**To:** Christy Anderson <[canderson@downtownla.com](mailto:canderson@downtownla.com)>;  
Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** DT News

Hello Christy and Michael

I was hoping to schedule a meeting with you two next week to discuss some opportunities that are coming your way.  
Let me know what works for you.

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
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